

## artwork specifications

### Acceptable Formats

High-resolution PDF is the only acceptable artwork format for 3008docklands magazine. You may also submit artwork via Quickcut (for more info call 8506 9908). All artwork must adhere to the following file specifications:

- Inkweight** Supplied material may have up to 300% inkweight coverage.
- Logos** All vector/line art images must be 2400dpi and CMYK
- Photos** All embedded images must be at least 300dpi and saved as CMYK
- Colours** Ensure all colours are supplied as CMYK
- Fonts** Ensure all fonts are converted to outlines
- Bleed** 3mm bleed is only required on two advertisement sizes:  
1. Double page spread  
2. Full page
- Type Limit** All text to be within 10mm from edge of page

### Client Supplied Proof:

**Colour Laser** You may supply us with a colour laser of your accepted quality

### Conditions

While every care is taken with your artwork it is the ultimate responsibility of the client to ensure their supplied content has been thoroughly checked including: spelling, contact details and logos. Corporate and Spot colours that are provided will be converted to their CMYK. In addition:

- 3008docklands magazine does not accept responsibility for the accuracy and/or correctness of the artwork
- The client understands that the colour accuracy of printed ads, scanned pictures and additional elements can and does vary from different proofing systems, and at times from edition to edition
- It is the client's responsibility that the artwork supplied does not breach copyright laws

Please call us if you have any artwork queries or requests on (03) 8506 9908

### Accepted Media

**Email** compress files into an archive to less than 10MB and email to [art@3008docklands.com.au](mailto:art@3008docklands.com.au) or if larger than 10MB please burn cd/dvd and mail to: 3008docklands Magazine Art Department Suite 3, 15-17 Pakington Street St Kilda VIC 3182 or send via "youSendit.com"

## advertisement sizes

**full page**  
(215 high x 245 wide)  
+ 3mm bleed

CASUAL ISSUES	<b>\$1400+GST</b>
x3 ISSUES	<b>\$1260+GST</b>
x6 ISSUES	<b>\$1120+GST</b>
x12 ISSUES	<b>\$980+GST</b>

**half page (horizontal)**  
(95 high x 220 wide)

CASUAL ISSUES	<b>\$1100+GST</b>
x3 ISSUES	<b>\$990+GST</b>
x6 ISSUES	<b>\$880+GST</b>
x12 ISSUES	<b>\$770+GST</b>

**half page (vertical)**  
(190 high x 108 wide)

CASUAL ISSUES	<b>\$1100+GST</b>
x3 ISSUES	<b>\$990+GST</b>
x6 ISSUES	<b>\$880+GST</b>
x12 ISSUES	<b>\$770+GST</b>

**1/4 page (vertical)**  
(190 high x 52 wide)

CASUAL ISSUES	<b>\$643+GST</b>
x3 ISSUES	<b>\$579+GST</b>
x6 ISSUES	<b>\$515+GST</b>
x12 ISSUES	<b>\$450+GST</b>

**1/4 page (horizontal)**  
(50 high x 220 wide)

CASUAL ISSUES	<b>\$643+GST</b>
x3 ISSUES	<b>\$579+GST</b>
x6 ISSUES	<b>\$515+GST</b>
x12 ISSUES	<b>\$450+GST</b>

**business card**  
(50 high x 71 wide)

CASUAL ISSUES	<b>\$215+GST</b>
x3 ISSUES	<b>\$193+GST</b>
x6 ISSUES	<b>\$172+GST</b>
x12 ISSUES	<b>\$150+GST</b>

need a layout done from existing print ready artwork?

3008docklands Magazine Art Department would love to help you layout your advertisement. We have a range of set costs. The costs are per concept, should you require more than one concept throughout your annual bookings. Simply provide us with your text, images & logos in print ready format, and we will email you a proof for you to approve!

don't have any print ready artwork?

Don't panic! 3008docklands Magazine Art Department would love to help you design your advertisement. We charge the hourly rate of \$95+GST, and our designers are both fast and great to deal with.

## premium rates (all prices exclude GST)

size	casual issues	x3 issues	x6 issues	x12 issues
FC front cover	Includes Full Page Story, Pricing available upon request.			
DPS double page spread	\$2600	\$2340*	\$2080*	\$1820*
IFDPS inside back double page spread	\$3500	\$3150*	\$2800*	\$2450*
IF inside front cover	\$1750	\$1575*	\$1400*	\$1225*
IBDPS inside back double page spread	\$3500	\$3150*	\$2800*	\$2450*
IB inside back cover	\$2050	\$1845*	\$1640*	\$1435*
BC outside back cover	\$2500	\$2250*	\$2000*	\$1750*
CDPS centre double page spread	\$3120	\$2808*	\$2496*	\$2184*
PFP premium full pages 3 and 5	\$1650	\$1485*	\$1320*	\$1155*
SS section sponsorship	Pricing available upon request.			
AVL advertorial	For clients who prefer to get their message across in an editorial format. Pricing available upon request.			

\*per issue

10% agency commission is available. Conditions apply. Please enquire.

## 2011 booking and artwork deadlines:

issue	booking	artwork	issue	booking	artwork	issue	booking	artwork
February	14th Jan	17th Jan	June	13th May	16th May	October	16th Sep	19th Sep
March	11th Feb	14th Feb	July	17th Jun	20th Jun	November	14th Oct	17th Oct
April	15th Mar	21st Mar	August	15th Jul	18th Jul	Dec/Jan	11th Nov	14th Nov
May	15th Apr	18th Apr	September	12th Aug	15th Aug			